

IDAHO Adventure Guide

Grid Space™ Packages: Premium

Advertisers in the Idaho Adventure Guide will have the opportunity to purchase a Grid Space™ within the iPad tablet app and the smartphone apps. A Grid Space is a fully functional app within an app, meaning that the advertisers app will be accessed through the Idaho Travel Guide apps. For most packages, there will also be the added standalone value of a QR Code that will lead to a mobile version of the app that can be used for promoting the business or service without the end user being required to download the Travel Guide App.

The purpose of the Grid Spaces are to engage the end user with valuable information and a call to action. For this reason, we have created the following packages for your review and consideration.

Widgets currently under development – will be added to your package once available

- Share the Moment
- Share Itinerary
- Idaho Gem Rewards Game (COMING 2013)



HOTEL/RESORT GRID SPACE

PACKAGE A - \$7,000 YEAR

- Standard graphic design
- Basic summary and contact information
- Inquiry form
- Basic property features and amenities
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Current Weather Conditions
- Itinerary Planning - Add to Affinity List or calendar
- Event Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

PACKAGE B - \$8,000 YEAR

- Includes everything in package A plus the following:
- Multiple Location Support – Location map, features and amenities
- Location/Attraction Explorer - List of attractions mapped and linked to other Grid Spaces if they have been purchased.
- Booking Network Integration - Enable room/rate search and booking for supported booking networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

AIRLINE GRID SPACE

PACKAGE A - \$7,000 YEAR

- Standard graphic design
- Contact information
- Terminal Maps for Boise & Sun Valley
- Purchase Tickets Integration - Enable ticket purchases for supported networks (with supporting API)
- Idaho Deals – Special offers that can also be aggregated in regional offer decks
- Social Buzz – Facebook and Twitter streams
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content



SKI RESORT

PACKAGE A - \$7,000 YEAR

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Ski Mountain Description & Map
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Ticket Pricing
- Current Weather Conditions
- Current Road Conditions
- Ski Conditions (requires JSON or XML feed)
- Grooming Report (requires JSON or XML feed)
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

PACKAGE B - \$8,000 YEAR

- Purchase Tickets - Enable ticket purchase for supported reservation networks (with supporting API)
- Participation in the Idaho Gem Rewards Game - Earn Idaho Gem points for Previewing and Answering Trivia questions
- Premium placement and exposure in the tablet and smart-phone apps

SUMMER CONFIGURATION - \$2,000

Once the ski season has concluded we will update the content for the summer season with events and activities held on the mountain

SPONSORSHIP ADD ON PACKAGE - \$2,000

This package provides you with not only premium placement but also direct links from geographic locations or scenic byways to your Grid Space content.

For more information please contact:
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